

"THE TRUTH" WANTS YOU!

YOUR PLEDGE:

I am excited to pledge my commitment as a FitClub34 member. By taking this oath, I promise to exercise for at least 60 minutes every day. I can hold off on my TV-watching, video game-playing and Internet surfing for just an hour. I will make smarter choices when deciding what to eat, grabbing a handful of carrots instead of a bagful of chips. Yes, even BBQ-flavored. I promise to work my hardest, try my best and understand my role as part of the FitClub34 team.

WAIVER AND RELEASE

FitClub34 members will be selected by Paul Pierce and the staff of the Truth Fund based upon level of activity and commitment to exercising and eating healthy.

Eligibility: To be eligible for FitClub34, you must be between the ages of 10 and 14. This membership application is subject to all federal, state, and local laws and is void where prohibited by law.

Waiver and Indemnification: Neither Paul Pierce, the Truth Fund, Altus Marketing & Management, Excel Sports Management LLC, nor any of their employees, officers, directors, sponsors, affiliates, subsidiaries, agents, or contractors shall be responsible for any injury, damage, or other loss of any kind resulting from FitClub34 membership. You acknowledge that certain exercises and levels of exercise may pose danger and agree to consult with your child's physician prior to allowing your child to participate in FitClub34 activities. You assume the risk of any injury to your child.

Rules: By applying for a FitClub34 membership, all applicants agree to be bound by the FitClub34 rules. Non-compliance with these rules may result in disqualification and alternates may be selected. Decisions of the committee are final.

Grant use of your child's likeness: In consideration for participation in FitClub34 you hereby agree to authorize the Truth Fund to use you child's name, voice, portrait, and likeness, including any statements, interviews, or performances of him/her, without further compensation, in any video, recorded, filmed, taped, and/or photographed material created by the Truth Fund related to FitClub34, for any purpose, including but not limited to any related advertisement, promotion, and publicity.

On behalf of my child, by signing below I agree to the terms in this FitClub34 membership application and waiver, allowing my child to participate in FitClub34, and state that I have read this entire document, understand it completely, and agree to be bound by its terms.

Child _____ Date _____ Parent/Guardian _____ Date _____

CAPTAIN'S COUNCIL



TRUTH ON HEALTH



BOSTON CELTICS CAPTAIN PAUL "THE TRUTH" PIERCE WANTS YOU TO GET FIT!

JOIN NOW TO
BECOME A
MEMBER OF
PAUL'S
FITCLUB34!



PRESENTED BY
Harvard Pilgrim
Health Care

Join FitClub34 And Help Paul Pierce In His Mission To Motivate Kids To Get Healthy!

Seven-time All-Star and 2008 NBA Finals MVP Paul Pierce has a new game in town, and he wants you on his team! Join FitClub34 presented by Harvard Pilgrim Healthcare and help Paul achieve his goal in helping the young people of New England to get up, get out, and get in shape!

HERE'S THE TRUTH

If you're fit and healthy, your body works well, feels good, and can do all the things you want to do - like run around with your friends, and jump up and down when your favorite team (ahem, The Celtics) scores the winning basket!

COMMIT TO GET FIT ... AND HAVE A BALL TOO!

FitClub34 is your free pass to healthy living and fun. Ever wish you could be as strong as your favorite professional athlete? Want to increase your energy and feel good about yourself? Let Paul Pierce and FitClub34 help! In addition to all of the wonderful health benefits, FitClub34 includes lots of cool, members-only stuff. **All you have to do is make a promise to exercise for just one hour per day. It's that simple.**

FitClub34 MEMBER BENEFITS

- Enjoy special invitations to FitClub34 events throughout the year!
- Exclusive access to the "FitClub34 Members Only" section on www.paulpierce.net/fitclub34, where you can chat live with Paul Pierce and win awesome prizes!
- Membership package features your own membership card and lots of free stuff including the chance to see Paul and his teammates live at the Garden!

CLUB RULES

You have to be between the ages of 10 and 14 and have a parent or guardian sign a waiver and release form.

YES, SIGN ME UP!

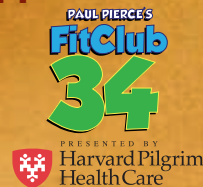
To get in the fitness game, simply fill out the application form and send in as soon as you're ready to commit to a healthy lifestyle!

UPCOMING EVENTS

FitClub34 Rally presented by Harvard Pilgrim Healthcare — Paul Pierce will hold a rally where he will teach you fun exercises and how to eat healthy. Tell your friends, and don't miss it!

Learn about this and other opportunities at www.paulpierce.net

Application for:



Please complete the application form thoroughly and legibly. Some of the requested information will have no bearing on the membership decision but is necessary for statistical purposes. Please note that all information is confidential.

Name: _____
First Last Middle Initial

Age: _____ Grade: _____

School: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Cell Phone: _____

Email: _____

Check One: Male: _____ Female: _____

BCYF Facility Center: _____

List four types of exercise you enjoy doing:

Describe your favorite meal:

How many hours a day do you currently spend exercising?

How did you hear about the FitClub34 program?

Are you ready to commit to 60 minutes a day of exercise to be on Paul's team? _____

Please mail waiver and release form to:

Altus Marketing & Management
The Truth Fund
c/o Kate Israel
177 Huntington Ave., 18th Floor
Boston, MA 02115